

ABSTRACT OF TECHNICAL DISCLOSURE

This invention (“Submarket Analyst”) consists of a process of compiling income statistics (per capita income) from census data, classifying that data into nine (9) distinct classes, and applying a Natural Breaks statistical methodology to those classified statistics. The result of this composition of statistics is then graphically represented on a map as a layer located just underneath the roads and other map features, using a graduated color scale that depicts the nine respective income classes, and labels them as follows: A+, A, A-, B+, B, B-, C+, C, and C-. The highest income area is ranked “A+”, with the lowest income area ranked “C-“. This composition of matter is achieved by using a Geographical Information System (GIS).